

External Validation Report

Bachelor of Business in Digital Marketing & Sales

iadt
DUN LAOGHAIRE



Date of Report: 27th June 2018

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Part 1 Introduction

1 Overall Recommendations

Provider Name	Dun Laoghaire Institute of Art, Design & Technology
Date of Site Visit	27 th June 2018
Date of Report	27 th June 2018

Principal Programme	Title	Bachelor of Business in Digital Sales and Marketing
	Award	NFQ Level 8
	Credit	60 ECTS
	Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory	Satisfactory with recommendations
Embedded Award	Title	N/A
	Award	
	Credit	
	Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory	

2 Evaluators

Name	Role	Affiliation
Dr Damien Roche	Chair	Head of School of Business and Technology, IT Tallaght
Ms. Bairbre Brennan	Academic	Lecturer in Digital Marketing, IT Blanchardstown
Mr. Eoin Murphy Dixon	Industry	Creative Director, CASTLE33 & Craft Digital

3 Principal Programme

Names of Centres where the programmes are to be provided	Maximum Number of Learners (per centre)	Minimum Number of Learners
Dun Laoghaire Institute of Technology	25	25

Enrolment Interval (normally 5 years)	Date of First Intake	2018
	Date of Last Intake	
Maximum number of annual intakes	1	
Maximum total number of learners per intake	25	
Programme duration (months from start to completion)	Academic Year Sept - May	
Target learner groups	Graduates of Level 7 cognate programmes. Those without this qualification may be considered provided they can demonstrate Ordinary Degree equivalence, which can be verified through the RPL (recognition of prior learning) and/or interview process.	
Approved countries of provision	Ireland	
Delivery mode – Full-time/Part-time	Seeking full and part time validation, to accommodate possible part time delivery in the future	
The teaching and learning modalities	Lecturers Industry Guest Lecturers Lab Based tutorials Case based learning Self-directed study	

Brief synopsis of the programme (e.g. who is it for, what is it for, what is involved for learners, what it leads to)	Level 8 Bachelor programme in business with a focus on Digital marketing & sales. The target learner group are graduates of a level 7 cognate programme who have an interest in identifying and pursuing opportunities in the area of digital marketing and sales.
Summary of specifications for teaching staff	Qualified to at least Master Level or equivalent (academic, pedagogical and professional/occupational qualifications) and with a relevant Third Level Teaching and Learning qualification and/or equivalent relevant and comparable Professional experience.
Summary of specifications for the ratio of learners to teaching staff	1:25

Programme being replaced (applicable to applications for revalidation)		
Code	Title	Late Enrolment Date
	N/A	

Part 2 Evaluation against the Validation Criteria

2.1 Criterion 1

The provider is eligible to apply for validation of the programme	
Satisfactory (Yes, No, Partially)	Comment
Yes	<p>IADT has Delegated Authority to make awards at level 7, 8, and 9 for taught programmes, and level 9 for Research Masters.</p> <p>The Institute have established Quality Assurance policies for the development and approval of new programmes, which have been approved by Academic Council and the Governing Body of IADT.</p> <p>The Institute's Quality Assurance Framework provides for the ongoing, monitoring, assessment and review of its suite of programmes</p> <p>The Programme Evaluation panel made a site visit to IADT on 27th June 2018. The panel reviewed the proposed programme Bachelor of Business in Digital Marketing and Sales.</p> <p>The panel met with the Head of the Faculty of Enterprise & Humanities, the Head of the Department of Entrepreneurship and with the programme team. Discussions took place on rationale and development of the programme and how it fits into the overall Department strategy.</p> <p>Following discussion and review of the programme document, the panel agreed that the provider is eligible to apply for validation of the programme.</p>

2.2 Criterion 2

The programme objectives and outcomes are clear and consistent with the QQI awards sought	
Satisfactory (Yes, No, Partially)	Comment

Yes	<p>The programme is designed to equip graduates with a skills set that they can apply in marketing, promoting and selling products and services via one or more forms of electronic media.</p> <p>This programme will provide learners with a clear overview of the role of digital marketing and its capabilities to deliver marketing objectives. It will give the student the opportunity to develop practical transferable digital marketing skills.</p> <p>The panel discussed the objectives and outcomes of the programmes with the Head of Faculty and Head of Department. The panel were of the view that the programmes' objectives were clear and consistent with the award.</p> <p>The panel recommended that the wording of learning outcomes be reviewed to ensure they meet the criteria defined for Level 8 learning outcomes.</p>
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2.3 Criterion 3

The programme concept, implementation strategy, and its interpretation of QQI awards standards are well informed and soundly based (considering social, cultural, educational, professional and employment objectives)

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The programme team engaged extensively with industry, through consultation with key industry stakeholders. They undertook primary and secondary research, and consulted with potential applicants in developing the programme.</p> <p>A number of stakeholders in Dun Laoghaire Rathdown (DLR) were interviewed in relation to the proposed programmes. DLR is currently focussing on digital via Digital Dun Laoghaire to complement the business and technology districts in Sandyford and Cherrywood.</p> <p>The Local Enterprise office (LEO) in DLR, which is charged with economic development and enterprise support within the local region, welcomes the initiative. This programme will complement LEO activities in this area. LEO have identified that having a skill and educational profile provides an opportunity for the county to build on its existing strengths as a smart vibrant location and according to the Senior Administrative Officer, they see the value of this programme in assisting them to achieve this objective.</p> <p>The team identified strong evidence in national and international literature, in relation to the need for the development of digital business skills coupled with the requirement to ensure that there is capacity building in entrepreneurship. A deficit in the provision of graduates with a skill set to engage in digital business</p>

	<p>and many of the issues raised in various reports have been considered in the design of the programme. The structure of the degree aims to equip student with both digital and business skills, which are critical in terms of supporting the development of digital business. The graduates will have a competency across digital platforms coupled with sales and customer relationship management – a skill set that is transferable across many sectoral employment opportunities and is aligned with National and European policy in this area.</p> <p>The panel recommended that the programme be offered on a part time in near future to meet demand of adjacent companies.</p>
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2.4 Criterion 4

The programme’s access, transfer and progression arrangements are satisfactory	
Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The panel were satisfied with the arrangements stated. The programme is open to graduates of Level 7 business and cognate programmes. Those without this qualification may be considered provided they can demonstrate Ordinary Degree equivalence, which can be verified through the RPL (recognition of prior learning) and/or interview process. Minimum English language requirements apply to applicants.</p>

2.5 Criterion 5

The programme’s written curriculum is well structured and fit-for-purpose	
Satisfactory (Yes, No, Partially)	Comment
Yes with recommendations	<p>The panel strongly recommends that the programme document is modified to include indicative content for each module. This should include detailed lessons plans with topics listed, sample assessments & assessment plans.</p> <p>The panel recommended that the wording of learning outcomes be reviewed to ensure they meet the criteria defined for Level 8 learning outcomes.</p>

	<p>A further recommendation that module titles are changed to more accurately reflect content e.g. Digital Strategy & Social Media, instead of Digital Marketing: CRM & Services Marketing</p> <p>The panel recommended the Digital Sales module could include information on e-commerce sales and different channels for driving revenues.</p> <p>It is recommended that due to the significance of the topic, the Digital Marketing module should be expanded to include information on GDPR.</p> <p>Greater clarity is required on continuous assessment schedule; this should be included in the programme document.</p>
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2.6 Criterion 6

There are sufficient qualified and capable programme staff available to implement the programme as planned

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The panel was satisfied that the suitably qualified are available within the Institute to deliver this programme. The programme will be delivered by Lecturers or Associate Lecturers with at minimum a recognised Level 8 qualification or equivalent in the Arts, Humanities or Sciences or equivalent professional experience.</p> <p>The Head of Department outlined strategies for continuous development of staff including access to the Certificate in Training & Development programme, the online education resource Lynda.com and the Institute's collaboration with Dublin Institute of Technology for the provision of management courses.</p>

2.7 Criterion 7

There are sufficient physical resources to implement the programme as planned

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>On campus, the programme is delivered in classrooms and labs. Students have access to the campus library facilities, on campus and remotely. The Institute IT department provide support for technology services across the campus. The students also have access to the IADT Virtual Learning</p>

	<p>Environment i.e. Blackboard Learn where they can access learning resources and communicate with their lecturers.</p> <p>The panel agreed there are sufficient physical resources to deliver the programme in a safe and supported environment for students.</p>
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2.8 Criterion 8

The learning environment is consistent with the needs of the programme's learners

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>There is a Faculty and IT induction process for the Bachelor in Business in Digital marketing and Sales will include registration and basics guidance on use of Blackboard and other supports appropriate to the programme. The programme student handbooks, IADT student handbook and other documentation will also be make available along with other relevant guidebooks and documentation</p> <p>Student support services include academic and personal well-being advice, to ensure a learner can engage in their studies and maximize their potential. There are other supports around disability, reading and writing skills, physical disability and mental health.</p> <p>The panel were satisfied the learning environment supports the needs of learners.</p>

2.9 Criterion 9

There are sound teaching and learning strategies

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The programme team outlined the proposed approaches to teaching & learning including the blended learning approach and the use of digital resources. The team also outlined the different options for the Industry Placement Module and how this can be adapted to the needs of the student.</p>

	<p>The panel recommended that the proposed delivery mode of a condensed delivery is removed from the Indicative timetable to allow for greater flexibility of options for delivery for the programme</p> <p>The panel recommended that more specific guidance is provided for the selection of industry expert lecturers e.g. specification of area of expertise and/or capability.</p>
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2.10 Criterion 10

There are sound assessment strategies	
Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The teaching, learning and assessment strategy for this programme is applied. The assessments for each module is 100% project based and projects are strongly based on real world contexts or product ideas.</p> <p>The panel recommended that the programme document is updated to include sample assessments, they also recommended that greater clarity is required on the schedule for Continuous assessment; this should be included in the programme document and in the student handbook.</p>

2.11 Criterion 11

Learners enrolled on the programme are well informed, guided and cared for	
Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The programme team meet with all prospective students prior to commencement of the programme. In addition to the specified contact hours, students have access to the programme team via Blackboard and other media.</p> <p>The induction for the Bachelor in Business in Digital Marketing and Sales includes registration and basic guidance on use of Blackboard or other supports appropriate to the programme. The programme student handbook, IADT student handbook, and other documentation will be made available to students along with other relevant guidebooks and documentation.</p>

2.12 Criterion 12

The programme is well managed	
Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The programme is managed by the Head of Department and the programme coordinator. There are three programme boards each year, in Autumn, Spring and Summer.</p> <p>External examiner reports highlight any issues and provide recommendations for the programme teams. Follow up on any concerns mentioned in these reports can be addressed via a submission to the IADT Programme Validation Committee, requesting permission to make the necessary remedial changes to the programme.</p> <p>The programme team submit an annual programme board report to Academic Council, outlining the delivery and progress of the course in the previous academic year.</p> <p>The panel were satisfied that the programme is well managed.</p>

Part 3 Overall Recommendation

3.1 Principal Programme

Select One	
Satisfactory, with some recommendations	Satisfactory
	Satisfactory, subject to proposed special conditions
	Not satisfactory

3.2 Summary of Recommended Special Conditions of Validation

No conditions

3.3 Summary of Commendations to the Provider

Points of note commended by the panel:

- Programme fulfils skills requirement of employers within industry catchment area.
- Quality of content in the programme document.
- Commitment of the programme staff and the support they provide to the students.

3.4 Summary of Recommendations to the Provider

- The panel strongly recommends that the programme documents be updated to include indicative content for each module. This should include detailed lessons plans with topics listed, sample assessments & assessment plans.
- It is recommended that the programme be offered on a part time in near future to meet demand of adjacent companies.
- The Indicative timetable states programme is 'condensed delivery'; recommend removing reference to condensed to allow for flexibility of delivery options.
- Review learning outcomes to reflect standards for Level 8 programmes, replace verbs such as 'understand' as not appropriate for Level 8.
- It is recommended that module titles are changed to more accurately reflect content e.g. *Digital Strategy & Social media* instead of *Digital marketing*; *CRM & Services Marketing*
- The Digital Sales module to include information on e-commerce sales and different channels for driving revenues. Consider changing title to e-Commerce and Digital Sales, to reflect new content.

- Greater clarity is required on continuous assessment schedule; this should be included in the programme document.
- It is recommended that due to the significance of the topic, the Digital Marketing module should be expanded to include information on GDPR.
- Reading resources lists in general to be reviewed and updated to ensure that they are comprehensive and containing current materials. Specific examples highlighted included Web building & Digital sales modules.
- Recommend that the reading list for the Digital Sales module should include materials for ecommerce.
- To meet the needs of all students the Industry Placement module content could differ for those already employed e.g. replace CV preparation.
- The panel recommended that more specific guidance is provided for the selection of industry expert lecturers e.g. specification of area of expertise and/or capability.

3.5 Signature of Chairperson

This report has been agreed by the evaluation panel and is signed on their behalf by the Chairperson.

Panel Chairperson Name	DAMIEN ROACHE PHD
Panel Chairperson Signature	
Date	13 th August 2018

3.6 Disclaimer

The Report of the External Review Panel contains no assurances, warranties or representations express or implied, regarding the aforesaid issues, or any other issues outside the Terms of Reference.

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